Contents

Introduction

Foreword Anna Loiacono	11
L'eccellenza linguistica: problema istituzionale	17
Teaching Medical English. An Introduction	21
Insights into medical discourse in oral and written cont Maurizio Gotti	texts
1. Introduction	29
2. Medical discourse in written contexts	
2.1. Medical written genres	
2.2. Generic structure	
2.3. Medical research articles in comparison with other	•
disciplines	37
2.3.1. The KIAP Project	37
2.3.2. The CERLIS Project	39
2.4. Medical research articles across languages and	42
cultures	
3. Medical discourse in oral contexts	
4. Conclusions	50
Scientific articles and how to write them Giuseppe Guglielmi and Maria Teresa Cascavilla	
1. Introduction	57
2. Basic Structure (IMRAD)	57
2.1. Introduction	
2.2. Methods	
2.3. Results	
2.4. Discussion	
2.5. Title and abstract	
2.6. Bibliography	
3. Conclusions	65

Speaking for excellence Arcangelo Liso	
1. Introduction	67
2. Overcoming barriers in public speaking	
2.1. Content	68
2.2. <i>Voice</i>	
2.3. <i>Body language</i>	
2.4. Visual aids	70
2.5. Talks at international meetings	71
2.6. Scientists reporting medical news	
3. Conclusions	72
Transediting and its relevance to medical discourse Margherita Ulrych	
1. Introduction	75
Towards a definition of transediting	
3. Transediting practices	
4. Transediting in medical discourse: the backdrop	83
pros and cons	86
6. Conclusions	
Computer-assisted translation and medical textbooks Daniele Russo	
1. Introduction	95
2. What is Computer-assisted translation?	
3. CAT and the translation industry	
4. CAT and the publishing industry	
5. CAT software and the training of translators	
\mathcal{E}	
6. Conclusions	101
Rethinking genres in medical communication: Theoret issues and pedagogical implications Giuliana Garzone	tical
1. Introduction	

2. Methodological framework	107
2.1. Genres in medical discourse	110
2.2. Intertextuality and interdiscursivity	112
3. Pedagogical applications	
3.1. <i>The textbook</i>	113
3.1.1. Pedagogical considerations	
3.2. The Emergency Department medical record	<i>d</i> 118
3.2.1. The ER medical record as a genre	e in a
pedagogical perspective	125
4. Conclusions	127
ESP syllabus design in the age of mediacy: How	do
readership, viewership and sharingship interact	
Anthony Baldry	•
1. Introduction	122
	133
2. Sharingship in relation to biomedical web texts,	1.42
genres and corpora	142
2.1. The general public's awareness of the shar	ingsnip
principle: PHRs, UHRs and EMRs 2.2. PHRs, PCHRs, UHRs, EHRs and EMRs in	142
trainees' awareness of the sharingship prin	
2.3. Sharingship in student-created corpora	
3. Conclusions	
5. Colletusions	133
ForWard: The contribution of film-based syllab	uses to the
teaching of Medical English in Italian Universiti	es
Anna Loiacono	
1 Introduction	162
1. Introduction	
the present and the future?	wing 165
1.2. What's in it for English?	170
2. Communication skills and the status of English as	
corso integrato	
3. Virtual reality: film and web-based solutions for E	
in medical education	
3.1. Organising a training film	1//
3.2. Redefining ForWard: from film to web-base realities	
4. Discussion	
4. DISCUSSIOII	1 00

 4.1. Action Plan No 1. Consolidating our foothold in first three years with three-year syllabuses 4.2. Action Plan No 2. ADEs English for autonomous interdisciplinary and international studies 4.3. Action Plan No 3. Gaining a foothold in the secon triennio: links with the tirocinio 5. Conclusions 	186 s 188 ond 190
Digital video production in teaching English for Spec	cific
Purposes: Med@sitcom	
Jaana Helena Simpanen, Linda McMillan, Federica Luparello and Antonina Ausilia Uttilla	
1. Introduction	199
2. Part 1: Digital Video Production in Teaching ESP	
3. Part 2: Teaching without Teaching	
4. Part 3: Learning through Digital Video Making	207
4.1. Learning goals, location and shooting	207
4.2. Programmes and project planning	208
4.2.1. YouTube4.2.2. The educational project	208 209
4.3. Choice of communicative and didactic instrument	nts .209
4.4. Reporting digital projects	
5. Part 4: Digital Log Book (DLB) for a Nursing Project.	212
6. Overall conclusions	215
The status of medical eponyms: advantages and disadvantages Tatiana Canziani	
1. Introduction	221
2. Medical eponyms: a classification	
3. Anti-eponymists: linguistic grounds	
3.1. Ethical motivations	
4. Pro-eponymists: linguistic grounds	229
4.1. Pro-Eponymists: ethical grounds	
5. Conclusions	232

Doctor-patient exchanges in web counselling <i>Marianna Lya Zummo</i>	
1. Introduction	235
1.1. Background	
1.2. Linguistic discourse within doctor-patient	
exchanges	236
1.3. Identification of a problem area	
2. Corpus and methodology	
2.1. Description of the corpus	
3. Context of situation and functions of web counselling 3.1. <i>Traditional communication vs. online</i>	
communication	
4. Comment entries: structure and functions	
4.1. Source of information, access and attitude towar	ds
the utterance	
5. Conclusions	
Standardization trends in medical language in the European Union Cristina Guccione 1. Introduction	266 271
5. New Trends and System Interoperability	
6. Conclusions	279
Teaching English for psychological studies through N from theory to practice Paola Clara Leotta	NLP:
1. Introduction	285
2. Methods	
2.1. Instructional materials	
2.2. Achievement test	
2.3. Procedure	
3. Results	
4. Conclusions	294

Medical English textbooks for Italian university students. Do they meet the Miur educational instructions about scientific English learning? Three works under investigation

Barbara	Cappuzza
---------	----------

1. Introduction	299
2. Three books under investigation	300
2.1. Medical Target	301
2.2. English on Čall	305
2.3. English for Medicine (1st volume) and Engli	
Medicine (2nd volume)	306
3. Reading skills coverage in the three textbooks	308
4. Concluding remarks	309
ledical English: some reflections at national leve	p}
culcul Diigiisii: soilie i cilections at national lev	
S	V.
hristopher Taylor	
hristopher Taylor 1. Introduction	313
hristopher Taylor 1. Introduction	313
hristopher Taylor 1. Introduction	313 314 319
hristopher Taylor 1. Introduction	313 314 319
hristopher Taylor 1. Introduction	313 314 319 322
hristopher Taylor 1. Introduction	313 314 319 322
hristopher Taylor 1. Introduction 2. Questionnaire 3. Reflections of a Dean 4. Case Studies 5. CERCLES 6. A view around Europe	313 314 319 322 324
hristopher Taylor 1. Introduction	313 314 319 322 324 326

6.4. *Britain*.......327